

Wednesday, March 19th

WEISBERGER'S

THE STORE FOR THE PEOPLE

WEDNESDAY, Wednesday, March 19. The moment you enter our doors you'll note at once that this store is more on music, souvenirs and the USUAL things. With your interests in mind, we will have our openings of smart apparel for your Easter wear? What SOUVENIR more welcome and of more REAL PRACTICE than MUSIC any more charming than the merry jingle of dollars in your purse—REPRESENTING THE OPENING DAY! Here at last is YOUR STORE—YOUR kind of merchandise, at prices made possible only by the highest quality of where and how to buy, a lifetime study of your wants—these are the things which will make Weisberger's interests—in short: "Your Store." Make yourself "at home" in it.

Strongest Love Special!

Loves were never so thoroughly loved as this season. We've a them for about eight hundred.

KID GLOVES. Embroidered Kid Glove, perfect workmanship. White, or black; per pair... **69c**

SILK GLOVES. Kid, sixteen-button length. In colors, per pair... **79c**

Main Floor.

The New Spring Ideas in Men's and Boys' Fixings

Everything that's new and up-to-the-minute is here, ready for your easy selection—quality of the very best—at Opening Day prices! Enough said!

A sale of new Men's Work Shirts, the 50c kind in plain black, blue, and black and white stripes; on sale Opening Day **33c** at... **89c**

The Season's Smartest 50c Silk Knitted Scarfs, 27c.



Main Floor.

Embroideries

High Values and Low Prices Interesting

Value giving will receive an added luster by reason of its offerings. These featured makes these low prices all the more notable and create a Main Floor.

Eighteen-Inch Flouncing, in open and blind designs.

Values up to 39c a yard. Wednesday Opening Sale.



Ter Millinery d for Opening Day

en notable expression in this Opening Day. We show smart Tailored Hats of hemp and velvet, and still bon bows or fancy feather stick-up, here in all Richmond will you find their

e a Wonderful 4.00 Hats at \$2.39

ed Hats

ive shapes in a wide variety, imported new rose, blue, bronze and other color—a stick-up or ribbon bow.

ues at 39

ed Ladies' and h Dresses, in 4, values up to 99.

Second Floor.

D STREET, RICHMOND.

Sales of White Goods & Linens

Very Unusual Values For Wednesday's Selling.

Have a look at the pretty Table Linens we have on display. Their appearance will charm you straightway, and the low prices for goodness given is the most attractive thing in bargain prices you've ever met with.

Also over these counters you will see myriads of dainty designs such as stripes and figures, checks and stripes, wash goods. A few specials for the opening:

\$1.00 Bleached Irish Table Damask, in many beautiful patterns, yard... **69c**
22x22 Napkins, to match, dozen... **\$2.89**

12 1/2c Wash Goods, in neat checks and stripes, 81c yard... **81c**
15c English Long Cloth, fine chambray finish, 6 yards for... **65c**

Main Floor.

Dress Goods and Silks

Exclusive ideas in Spring Dress Goods will be found here in quantities. Come in Wednesday and see the showing that is beyond newspaper description.

It will also be a treat to visit the Silk Department for the exhibit includes a range and variety that few stores can show. Best of all, very special prices will prevail on Opening Day.

Our Regular \$1.25 Messaline, 36 inches wide in all new shades, special for opening, the yard... **77c**
50c China Silk, 27 inches wide in all desirable colors, the yard... **33c**

\$1.00 quality Serges, Diagonals and Whipcords, 42 inches wide, in all shades, the yard... **69c**
65c Serges, in all desirable colors, at the yard... **43c**

A Complete Department for Leather Goods

On Opening Day we will offer just two special values, but within a short time this department will become the most complete store for Leather Goods in Richmond, if not in the entire State.

Special Opening Day values in Leather Hand Bags, warranted all leather and superior workmanship; ask to see **\$1.69** the Bag we offer at 59c and...

Even though you may not be quite ready for your new traveling necessities, you will find it well worth your while to visit this Department and inspect the values ready for your selection.

Extra Special 7c Calico

A thoroughly dependable quality—in all colors, from the looms of the American Printing Co., secured specially for this sale **4 1c** to sell at the yard... **4 2**



The Newest Hat and Cap Styles

All that's clever and correct in Hats—Derby and Soft Hats—are found in our Hat Department on the first floor.

Opening Day Specials

Regular \$3.00 Derby and **\$2.45** Soft Hats...
Regular \$2.00 and \$2.50 Hats **\$1.65** at...
Boys Hats in all shades... **39c**

First Floor.

Extra Specials

8c Genuine Amoskeag Apron Gingham, assorted checks, yard, **5c** Basement

10c Silk Thread Guaranteed standard make all colors, 100 yd. spoolsilk **5c**

Extra Specials

10c Percales, 36 inches wide, in blue, black, gray and white grounds, yard, **6c** Basement

12 1/2c Dress Gingham, good value at regular price; special for opening yard **73c** Basement

Extra Specials

12 1/2c Women's White Swiss Embroidered Scallop Edge or Hemstitched Handkerchiefs, **7c**

4c Women's White Cross Bar Hemstitched Handkerchiefs, **1 1c** 12

New, Snappy, Stylish Men's Serge Suits

\$18.00 Blue Serge Suits, Opening Day Price... \$12.75

Here's a special that's going to win you men right from the start—new, classy blue serge suits, styles right, tailored right, in a guaranteed blue serge, such as you've never found in a suit under \$18.00—your size exactly, for **\$12.75**.

Blue Serge, the Suit Every Man's Wardrobe Needs Now

If you've ever worn a blue serge, and what man has not, you know how splendidly it serves. Always stylish and dressy—thoroughly comfortable through the changeable weather of the coming months, it will last you up to the hot weather—and then for next season's wear. Remember we're out to prove that this store is different, and this is our big clinching argument. But hurry. These Suits will go fast and won't outlast your procrastinating.

Second Floor.

We Are Ready to Outfit Your Boy!

We've gathered the neatest, manliest clothes for the boy that brains and skill can produce. Hundreds of Suits from which to choose, scores of different clever patterns to select from—and you'll make no mistake in choosing any of these neatly, for we've made sure that they will wear. With a reputation to be made, you can see that we must "MAKE GOOD" from the very start.

Opening Day Special Boys' Norfolk Suits

Regular \$4.85 Suits—cut along stylish lines and tailored with an eye to outlasting the hardest kind of wear; each Suit with two pairs of full cut trousers; all sizes from 7 to 17 years... **\$2.85**

Men's Raincoats For Opening Day

Just for your own satisfaction we'd like you to compare these Raincoats with those regularly offered at \$8.50—then you'll realize what it means to place them on sale for opening day at... **\$5.85**



Practical Economy in Housewares

Basement Salesrooms

Pages would hardly suffice to mention the many articles included in this Opening Day event—take these few as an indication of the many opportunities in store for you in this complete store of House-furnishings.

TEA AND COFFEE POTS—In grey stone enameled ware of first quality—no seconds are sold in this department—2-quart size; regular 69c values at **29c**

BERLIN KETTLES AND RICE BOILERS of first quality grey stone ware, no seconds. Berlin Kettles, 8-quart size; Tea Kettles, 6-quart size; Rice Boilers, 1 1/2-quart inside capacity; regular 69c values at... **39c**

IMPROVED COFFEE MILLS—With airtight glass hopper holding 1 lb. of coffee, adjustable to all degree; will pulverize; only one to each customer; regular 79c value at... **39c**

CLOTHES HAMPER of extra quality willow, with strong wood bottom; medium size; regular \$1.49 value at... **98c**

CLOTHES BASKET—Strongly made of whole willow with substantial solid wood bottom; regular 69c value **39c** at...

FEATHER DUSTERS—Made of selected turkey feathers, good quality throughout, regular 29c value at... **15c**

Basement.

Men's Underwear and Hosiery

Main Floor

A complete store for men, in which you will find the best and latest wearables, properly priced.

For Opening Day we offer:

Regular Men's 75c Union Suits at... **43c**

Regular \$1.00 Union Suits for men, at... **79c**

Men's 2-piece Underwear, regular 50c values at... **33c**

Men's Silk Half Hose, all colors, 35c quality... **19c**

Men's Lisle Half Hose, in all colors, 10c quality at... **5c**



Two Great Specials In Our Furniture Dep't.

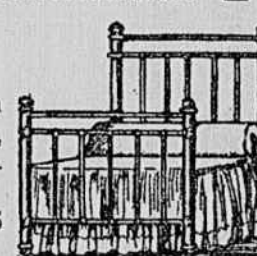
We mention just two great values from the many in this complete department. No matter what you may need, see our assortments and get our prices.

\$4.50 FOLDING GO-CART.

A handsome comfortable Go-Cart, strongly constructed of steel, with easy running rubber tired wheels and adjustable hood; Opening Day **\$2.95** Price... **2**

\$10.00 Lacquered Brass Bed Special.

Attractive new designs with substantial two-inch posts, guaranteed lacquer, the greatest value ever offered at our Opening Day **\$5.95** Price...



Edison Phonographs

In our Talking Machine Department we have decided to put in the Edison because we believe Mr. Edison makes the best disc and cylinder Phonograph Records. We will carry the entire line of machines from **\$15.00** to **\$250.00**, and will open with every record made up-to-date. This department will be located on the third floor and under the supervision of Mr. George E. Garnett, who needs no introduction to the phonograph users.

Third Floor.